

20 June 2008

**BANK OF BERMUDA LOSES 2000LBS AS A RESULT OF
WELLNESS SCHEME - THE BIGGEST WINNER**

Bank of Bermuda employees have collectively shed a total of 2,419lbs between January and June this year as part of the Bank's Biggest Winner competition. Some 297 employees finished the weight loss and wellness initiative, which saw over \$50,000 in prize money being handed out and a further \$21,000 donation being presented to three local charities.

In its second year, the Biggest Winner aims to encourage staff members to become more physically active, embrace better eating habits and in general live a healthier lifestyle. Bank employees participated in teams of three and were divided into 4 categories depending on their Body Mass Index (BMI). A total of 387 staff members comprising of 129 teams initially took up the weight loss challenge, which required monthly weigh-ins to stay in the competition. A top prize of \$3000 was awarded for each winning team in each category and the top individual by category was also awarded \$1000, based upon the highest percentage of body weight lost by the final weigh-in on Monday, 9 June. Second place teams were awarded \$1800 and individual participants claimed \$600. Third place teams were awarded \$1200 and third place individual participants received \$400 for their effort. Prizes were awarded to the top 3 teams and individuals in categories 1 and 2 (representing the lowest BMI), the top 7 teams and individuals in category 3 and the top 11 participants in category 4 (representing the highest BMI).

As a further incentive to drop the pounds, the Bank of Bermuda Foundation generously agreed to match every pound lost during the competition with a \$5 contribution up to a \$10,000 limit to be shared between Open Airways, the Bermuda Heart Foundation and the

This information is issued by

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Press Release

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Biggest Winner Competition/2

Bermuda Diabetes Association. Bank of Bermuda also matched the donation up to an \$11,000 limit, resulting in a \$21,000 donation being presented to the three charities.

Bank of Bermuda CFO and Project Sponsor of the Biggest Winner, Nigel Crow noted, “Everyone is a winner from this initiative. I am even hesitant to use the term competition as it is much more than that; it’s about embracing a healthier lifestyle. We never expected such outstanding results; we had participants losing as much as 25 per cent of their body weight and many participants are now committed to embracing a healthier lifestyle for the long run. It’s remarkable.”

Bank of Bermuda CEO, Philip Butterfield said he was pleased to have continued the competition for a second year and was equally encouraged that other organisations were taking up the challenge, “This competition has shown what we can achieve as individuals and as an organisation to improve our health and well being. If we can take small steps as individuals and companies to encourage healthy living, we really have the opportunity to improve the overall health and well being of the community at large.”



From left to right: Philip Butterfield, CEO Bank of Bermuda, Trevor Madeiros, Bermuda Diabetes Association, David Lang, Director Bank of Bermuda Foundation, Liz Boden, Open Airways, Myrian Balitian-Dill, Bermuda Heart Foundation and Nigel Crow, CFO Bank of Bermuda.

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Notes to editors:

1: Founded in 1889, Bank of Bermuda is the leading provider of fund administration, trust, custody, asset management and banking services in Bermuda. Since 2004 it has been a wholly owned indirect subsidiary of HSBC Holdings plc. Further information on Bank of Bermuda can be found at www.bankofbermuda.com

2: HSBC Holdings plc serves over 128 million customers worldwide through around 10,000 offices in 83 countries and territories in Europe, the Asia-Pacific region, the Americas, the Middle East and Africa. With assets of some US\$2,354 billion at 31 December 2007, HSBC is one of the world's largest banking and financial services organisations. HSBC is marketed worldwide as 'the world's local bank'.

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